

# Membership Timeline

## March-June

***Congratulations on your election or appointment! Here are your first steps as membership chair:***

- Meet with last year's membership chair, and find out what worked, what didn't and why. Ask for the procedure book. If there isn't one, make life easier on your successor, and put one together. Double check your bylaws for the correct dues amount.
- Ask your president-elect to appoint a membership committee to assist you- begin planning now for your summer/fall membership campaign.
- Meet with the president-elect and principal to discuss distribution and collection of membership envelopes, membership theme, and awards.
- Go to [capta.org](http://capta.org) or [pta.org](http://pta.org) and take advantage of the many resources and ideas available designed to make your unit membership marketing plan a huge success.

## July-August

- Ask your unit president to provide you with the membership materials that are in the State PTA's Summer Mailing. The materials will contain the new membership theme, incentives and awards, and deadlines.
- Ask your unit president to provide you with your council and district incentives, awards and deadlines.
- Meet with your membership committee to develop a year-round plan which incorporates the State PTA Membership Incentives/Award as well as your council and district incentives/awards.
- Plan a mid-year "push" and incorporate it into your membership marketing plan. You could consider targeting a historically under-represented group such as students or dads.
- Finalize your plan, including your budget and goals, and present it to the executive board- elect for approval.
- Find out who your council or district counterpart is, and make arrangements for delivery or pick up of membership cards and envelopes
- If using hard copy cards, pre-print them using the template at [www.capta.org/sections/membership/resources.cfm](http://www.capta.org/sections/membership/resources.cfm)
- Electronic cards can be utilized through TOTEM.
- Use the new membership marketing flier available at [www.capta.org/sections/membership/resources.cfm](http://www.capta.org/sections/membership/resources.cfm) to create an informational flier about PTA. Or, create your own invitation letter to send home to parents, staff, and community letters. Arrange for printing.
- Attach the PTA membership envelope to your flier- one for each student to bring home



## August-September-October

- Your membership campaign begins- send the fliers home in the student's backpacks.
- Or, you may send the marketing flyer electronically, with a link to join the PTA, if you have an electronic payment system in place.
- With your principal's approval, meet with the teachers, and personally invite them to join PTA. Place the marketing flier with a membership envelope in each teacher's box.
- Make arrangements to collect and count money daily, using PTA financial guidelines.
- Report your membership progress to the association and board each month.
- Distribute the cards- one for each member.

## September-October

- Create a spreadsheet for all members- list each family member separately, as dues must be paid for each person that joins. **Be sure to indicate the date that each person joined.** Give one copy of the completed spreadsheet to the president and secretary, and update the spreadsheet as new members join.
- Award prizes to the winning classrooms, celebrate your membership!
- Turn-in the council/district/state/national membership per capita through proper channels abiding by council deadlines to qualify for the State PTA "Ready, Set,...Remit" Award. To earn this award your unit must turn-in at least 30 memberships to State PTA by October 30th.

## All Year

- Invite all teachers and staff members to join PTA. If possible, enlist the support of the principal.
- Kick-off your mid-year membership "push."
- Invite all new families to join PTA- create a welcome packet with pertinent PTA information.
- Check with your president/treasurer to be sure that all per capita (dues not belonging to the unit) is sent monthly to the council or district treasurer/ financial secretary.
- Report on membership at all association and executive board meetings.
- Continue sending per capita memberships to council monthly.



## PTA Membership Information

Additional membership information is available at [www.capta.org](http://www.capta.org) or [www.pta.org](http://www.pta.org).

### Dues Amounts

A PTA unit member's dues amount is specified in a unit's current bylaws. Make sure that a member's dues amount is greater than \$5.05. This amount is transitory and is channeled through Long Beach Council PTA and up the chain of PTA. Since the membership dues are written in the bylaws, they can only be changed with the association's consent. If your unit is planning on changing the amount you will need to bring it to the association as a recommendation from your executive board. It will need to pass with a 2/3rds vote. This needs to be done **BEFORE** you send in your new bylaws to be updated. This is the only section that needs to be approved by the association before sending the bylaws into the Long Beach Council parliamentary and then further on up the line.

### Transitory Dues (\$5.05)

- National PTA = \$2.25
- CAPTA = \$2.00
- Thirty-Third District PTA = \$ .50
- Long Beach Council PTA = \$ .30

### Electronic Membership -Totem

California State PTA's online membership system, powered by TOTEM, makes joining and renewing PTA memberships easier for parents, families and community members.

See [Capta.org](http://Capta.org) for more info, or contact LBCPTA Director of Membership to learn how to get started.

### Membership Envelopes

Your unit will order membership envelopes from the LBCPTA in the spring which may be available for pick-up during the summer or at the August UP's meeting. Using these envelopes is not required, units can create their own.

### Membership Cards

Membership cards are available through the council Membership Chairperson. See Board of Directory for contact info.

Go mobile and paperless. Members signing up through TOTEM can download their own card for quick and easy saving on their mobile device. Printing a copy is available to members too.

Additional physical cards are available as additional dues are submitted. Don't wait until you're out of cards to ask for more. Please give 2 weeks' notice before you need them if you are getting low.

### Awards & Deadlines

October UPs meeting – first membership turn-in (use "Money Matters" form when submitting). Make copies of the form BEFORE you fill out so you will have extra blank copies when submitting additional memberships. Then make two copies of the form you filled out, one for the unit treasurer and one for the membership chairman. TOTEM Memberships have already had dues remitted and is the unit portion. Do not re-remmit these memberships.

***It is very important that membership monies are turned into LBCPTA throughout the school year. It can be looked at as cheating California State PTA if you do not remit all memberships that are turned into your unit. An individual's dues that are not forwarded through channels are not considered a member of the PTA***

# PTA Dues at Work

Where does membership money go?  
(From the Money Matter Quick-Reference Guide)



The dues for PTA include the state portion, established by the state PTA bylaws; the national portion, established by the voting body at National PTA Convention; and the local portion, established by the local PTA bylaws. An individual who pays dues to a local PTA automatically becomes a member of the state and national PTAs.

Because each PTA has a unique set of activities that are different from the activities of every other PTA, people belonging to more than one PTA pay dues to each local PTA of which they are members.

The state and national levels of PTA provide several services that benefit every local PTA. These services—including national child advocacy and government relations, leadership development, program planning and execution, and resource development—all incur costs that are largely borne by a small portion of the local membership dues. Every local PTA contributes its share for these expenses.

Since the PTA is an independent, private association, all monies raised from the local per-capita portion of dues and through additional efforts and other

assets, including checking accounts, savings accounts, and certificates of deposit, are the property of the local PTA.

Local PTA bylaws state the amount of the annual per-capita dues for membership in the association. This amount includes the local, state, and national portions of the membership dues.

The local treasurer sends the state and national portions of the per-capita dues to the state and records these amounts in the local treasurer's book. As directed by the state PTA, the state and national portions of the dues shall be forwarded to the state treasurer without requiring specific authorization by the association. These portions of dues shall never be recorded as part of the local PTA income.

## Transitory Dues (\$5.05)

|                             |        |
|-----------------------------|--------|
| National PTA =              | \$2.25 |
| CAPTA =                     | \$2.00 |
| Thirty-Third District PTA = | \$ .50 |
| Long Beach Council PTA =    | \$ .30 |

**PTA dues are distributed to each level of PTA Like most national organizations, each level of PTA provides specific services and each service depends upon a small portion of the local association dues to carry out the work. Services provided at the various levels of PTA include:**

| Unit                                                                                                                                                                                                                                                                                                                                 | Council                                                                                                                                                                                                                                                                                                                                                    | District                                                                                                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Convention Delegates</li> <li>Emergency Student Welfare</li> <li>Hospitality</li> <li>Insurance</li> <li>Newsletter &amp; communications</li> <li>Organizational expenses</li> <li>Parent education &amp; study groups</li> <li>Program directory</li> <li>School-student programs</li> </ul> | <ul style="list-style-type: none"> <li>Convention delegates</li> <li>Community programs</li> <li>Emergency student welfare</li> <li>Hospitality</li> <li>Materials</li> <li>Program directory</li> <li>Organizational expenses</li> <li>Workshops</li> <li>Publications &amp; communications</li> <li>Leadership training</li> <li>Scholarships</li> </ul> | <ul style="list-style-type: none"> <li>Convention delegates</li> <li>Administrative expenses</li> <li>District newsletter</li> <li>Hospitality</li> <li>Leadership training</li> <li>Directory</li> <li>Workshops &amp; conferences</li> <li>Student Welfare</li> <li>Publications</li> </ul> |
| State                                                                                                                                                                                                                                                                                                                                | National                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                               |
| <ul style="list-style-type: none"> <li>State convention</li> <li>Administrative expenses</li> <li>PTA in California (newsletter)</li> <li>Legislation Advocates</li> <li>Special Projects</li> <li>California State PTA Toolkit</li> <li>State office in Sacramento</li> <li>Publications &amp; Supplies</li> </ul>                  | <ul style="list-style-type: none"> <li>National convention</li> <li>Administrative expenses</li> <li>Special Projects</li> <li>Field services</li> <li>Headquarters in Washington, D.C.</li> <li>Legislative Office in Washington, D.C.</li> <li>Annual Resources for PTAs</li> </ul>                                                                      |                                                                                                                                                                                                                                                                                               |

# Record Keeping Hints

## Suggestions for making your membership lists

Make an Excel file for your raw data. Save it with a file name that includes a short version of your school's name, membership and the school year, and raw data: for example, CCHS membership 2015-16 raw data.

Title the columns as follows (the order doesn't matter since you pick the columns to sort by): first name, last name, street address, city and zip, date joined, amount paid, donation, phone number, email, student name. **NOTE:** *If you plan to print out mailing labels, enter the fields as you would need to for the labels. If you are just entering data for sorting and list purposes, separating the fields won't matter so much so you could combine city and zip for example.*

Using the membership envelopes or the membership flyers, enter the data from the envelopes or flyers (the order doesn't matter).

Once you have the first batch entered and saved, make a new document by opening the raw data file, clicking on "save as" and make a file name that includes the short version of your school's name, membership as of the date you entered the raw data. For example, CCHS membership as of 16 Sept 2015. Be sure to put the same title in the header). Then sort the new document by last name so that you have a list that is easy to consult. This is your copy to print out in landscape mode.

Now do a 'save as' of your sorted file and add the words "for Rec Sec". Make sure the internal header reflects the new file name. Delete all columns except the first and last names, street address, student name and date joined. The secretary doesn't need to know about donations, amounts, phone numbers, etc. The president gets a copy of this shortened list as well.

Each time you do data entry of memberships, open up the "Raw data" file, go to the end of the entries and type in "batch as of (and put the date you entered the data)". Then do data entry as before in the order they come. Block and copy the new batch data and save in a new file (named as of the date you did the new smaller batch). For your use, sort alphabetically and print. Make a file for the secretary as you did before. Like you, the secretary will ultimately have to look at several lists, but that is better than printing out an ever longer list over and over.

**Remember:** *You need a printout of your list with you at meetings; the secretary and president also need the lists with them at the meetings.*

## Membership – A few Basics

**Membership is not a fundraiser.** Your dues should be enough to cover the costs of running a membership campaign (including mailing cards to members as needed) and some of your PTA's program costs, but you don't want to make dues prohibitively expensive to join.

**Not all the dues you collect belong to your unit.** When people join PTA, they join at every level from unit right through to National PTA. The membership dues paid included dues for council, district, State PTA and National PTA as well as for your unit. That means you can't keep the money not belonging to your unit. The unit treasurer must remit faithfully upwards **EACH AND EVERY MONTH**, even if it is for just one person's dues. Similarly, councils must remit to district **EACH AND EVERY MONTH**.

**Remitting dues upwards is a critical part of being a unit in good standing.** *For example,* your school's students can't participate in the National PTA Reflections program unless your unit is in good standing (dues and insurance paid). Your unit also runs the risk of being disbanded or having its charter pulled if dues are not paid. Don't take the risk!

**All members of your PTA should receive a membership card – no ifs, ands or buts!!** You can be economical in how you distribute cards but ultimately you will have to mail some cards and you should factor that into your budget.

**Why do people need to join more than one PTA?** Voting privileges are tied to the unit. If you want the right to decide on programs and spending in a particular PTA, you must join that PTA. That is why you should join the PTA of each school your children are in.

**ALL OFFICERS AND CHAIRMEN MUST BE PTA MEMBERS – THEY SHOULD BE THE FIRST TO JOIN EACH YEAR!**

# Marketing your PTA – make it personal

There is great wisdom in the time-honored caveat of marketing professionals: *If you do things the same way time and time again, you will produce the same results.*

So it goes with marketing your PTA. Is membership growing or shrinking, robust or in decline? As you plan your summer and fall PTA membership campaigns, follow this simple solution: *make it personal.*

Last year, California State PTA conducted a statewide marketing research project and surveyed more than 1,000 parents at all grade levels including PTA members and potential members throughout the state.

We asked parents many questions, from their sense of belonging on campus to ways that they volunteer. **Three key reasons emerged regarding membership and the importance of joining PTA:**

- *Joining PTA is a great way to support my school.*
- *PTA membership shows my children that I care about their education.*
- *My membership helps support valuable enrichment and programs that my school otherwise could not afford.*

These reasons reinforce a critical point: **parents want their PTA to be local and personal, serving and supporting their children and the programs at their school.**



Consider these message points when communicating with parents about the importance of joining PTA:

- *You signal to your child that school matters, and that you are invested in their success!*
- *You demonstrate to your child that success in school is the pathway to college, a career, and a productive life!*
- *You partner with the principal, teachers, and staff to make the campus safe, welcoming, a hub of learning and a fun place to be!*
- *You share in campus events and experiences that make your child's school days more memorable!*
- *You connect with other parents, become part of the school community, and support every child with one voice.*
- *You proudly affiliate with the California State and National PTA, the oldest, largest, and most powerful children's advocacy organization in the country.*
- *You join with other parents to discuss key issues and concerns of importance to your school and community.*

There's a universe of parents and community members out there ... just waiting for your invitation; just waiting to hear how your PTA is committed to making your school better.

## Membership Marketing Made Easy – new online tool for PTAs

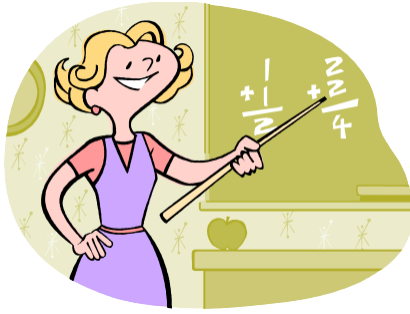
*PTA created a new customizable membership marketing tool, designed to help make marketing your PTA easy.*

*Simply customize the flier by filling in the blanks on the template, add a few photos and quotes, and save it to your computer. Your customized membership flier can be sent out electronically, or copied and distributed at PTA or community events.*

*Check it out for yourself and get a jump start in your PTA membership campaign. Available in English and Spanish fillable PDF versions online at*

**[www.capta.org](http://www.capta.org)** under the Membership tab and click "Membership Marketing Tools."





## ENGAGING TEACHERS TO JOIN PTA

**California State**  
**PTA**  
everychild.onevoice.

*Involving teachers and administrators is one of the best ways to strengthen communication between families and schools. Encouraging them to join PTA in a collaborative partnership between home and school should be one of the focal points of your membership campaign.*

- Put an enthusiastic and supportive teacher member on your membership committee.
- Enlist the help of the principal. A principal's encouragement to join goes a long way.
- Send out personalized invitations to teachers and staff to join PTA at the beginning of the school year. Be sure to include a membership envelope.
- Send out reminders to teachers who have not joined PTA including another membership envelope.
- Survey all teachers mid-year asking if they joined PTA and why, and if not, why not.
- Send all teachers information about the California State PTA Continuing Education

Scholarships reminding them that they must be members to apply.

- Remind teachers and staff that PTA is more than a local fundraising group for their school. It is an advocacy organization focused on student success!
- Hold a grade level or departmental membership competition. Provide winning group with bagels or pastries.
- Challenge the staff at a nearby school to a friendly membership competition.
- Provide monthly opportunity drawings for teachers and staff who join with donated items from local merchants.
- Reward teachers and staff with a breakfast or luncheon when 100 percent membership is achieved.

## BUILDING STUDENT MEMBERSHIP

Students are considered full members. Here are some great ways to encourage students to join your PTA/PTSA:

- Put an enthusiastic and supportive student member on your membership committee.
- Provide membership invitations with membership envelopes in the summer registration packets to all students including incoming students from middle/junior high schools.
- Set up a PTA/PTSA table on student registration days and other school events. Highlight activities that benefit students.
- Publicize the California State PTA Graduating High School Senior Scholarship and the membership requirements.
- Provide student members with school and community service volunteer opportunities which can be listed on their college applications.
- Encourage and welcome students in PTA leadership positions. It looks great on their college applications!
- Involve students in the planning and execution of PTA/PTSA events.

- Consider changing your meeting time to encourage more student participation.



- Partner with ASB for discounts at the student store or provide discounts on PTA student store items for members.
- Encourage student delegates to attend the California State PTA Annual Convention.
- Challenge a nearby high school to a friendly student membership competition.

# DADS' INVOLVEMENT STRENGTHENS PTA

There are more than 70 million fathers in the United States. That means 70 million possibilities for PTA membership, inclusion, engagement and strength for our schools and kids.

One out of every three children in America — more than 24 million in total — live in a home without their biological father present, according to a 2012 White House Fatherhood Report. And, roughly one out of every three Hispanic children and more than half of African-American children also live in homes without their biological fathers.

More engaged fathers and father figures — whether living with or apart from their children — can help foster a child's healthy physical, emotional and social development. There's no doubt of the positive impact male role models can have on their children's lives.

## MEMBERSHIP: MAKE IT ABOUT MEN

Recruiting men as PTA members may mean rethinking how your PTA is run on a day-to-day basis. If your PTA mostly relies on female caregivers, reaching out to men may involve breaking down barriers and trying new approaches and strategies:

**Communicate directly to dads** — How you and your PTA speak to members and potential members can impact the level of men's involvement. Simply slimming down language and shortening messages in your communications can be more appealing to male readership. Explain and emphasize how men's unique involvement benefits kids.

**Just ask** — Nearly half of men who responded to a recent National PTA survey said they haven't gotten involved with PTA *simply because they weren't asked*. Those involved said their spouses' participation led to their own involvement. So encourage women in your PTA to invite the men in their children's lives to get involved, and take your PTA to places with large male contingents — such as service clubs — to share our message and ask for participation and membership.

**Create men-focused groups and events** — Surveys also show that men prefer to volunteer for hands-on projects

and dad-only events with clear expectations. Organize special events and groups for dads to enjoy working on and being involved with together and define volunteer roles and expectations.

**Respect men's time** — More than 70 percent of recently surveyed dads said time was a barrier to PTA involvement, and the majority said they wanted fewer meetings at more convenient times. Make efforts to schedule workdays in mind for all parents and organize results-driven meetings with clear agendas and topics.

**Celebrate engagement** — When you start getting more men involved, it's great to celebrate! Letting the school community know will help emphasize and publicize your welcoming environment for all parents and members. Thank dads publicly at meetings and in your PTA communications, and always encourage more male membership — we're all in it together for our kids!

## NATIONAL NEED FOR MALE ENGAGEMENT

More than 1 million men visit schools across America each year as part of the National PTA MORE Alliance (Men Organized to Raise Engagement).

Organizations in PTA MORE are dedicated to raising the level of engagement between children and the important men in their lives. Members of PTA More serve as conduits for greater father and significant-male involvement, resulting in positive outcomes and successful relationships for children, parents, schools and communities.

### PTA MORE:

**Works with schools and communities** to provide programs to engage fathers and positive male figures in the educational and social development of children.

**Develops male leaders** who work with fathers and male role models to enhance positive male parenting and involvement with youth.

**Acts as a resource** for families, communities and schools on fatherhood initiatives and issues

**Increases visibility and outreach** of quality programming by coalition members.

To learn more about PTA MORE, see [pta.org](http://pta.org).

# 101 Ways to Increase PTA Membership

1. Just ASK!
2. Use membership materials in the back-to-school-kit found online at [PTA.org/backtoschool](http://PTA.org/backtoschool)
3. Don't reinvent the wheel - use State and National PTA resources.
4. Set goals, put them in writing, AND reference them often.
5. Give a short speech at open house, back to school night, orientations, etc.
6. Have a membership table at all school and PTA events; school registration, back to school nights, open house, and PTA sponsored events.
7. Create a welcome letter to let parents know what PTA does for the school and their children. Create one to welcome families back at the beginning of the year, as well as one to welcome families' mid-year.
8. Be present at kindergarten roundup and transition nights to middle and high school.
9. Reach out to pre-schools who feed into your school.
10. Challenge current members to ask other people to join.
11. Have PTA info available at parent/teacher conferences.
12. Make sure meetings are welcoming. Have a greeter welcome new people who attend. Have board members introduce themselves to people before the meeting.
13. Create a welcome packet for new students and families.
14. Encourage new members to chair committees. They will know different people than you and can recruit new people to serve on the committee and join.
15. Have a collection box in the school office with membership envelopes close by to make it easy to join.
16. Have PTA shirts and/or name tags for the board so everyone knows who you are at school and PTA events.
17. Strive to have a diverse board that reflects the community you serve. People want to join groups where they can see others like them involved.
18. Offer a variety of committees. Examples: Special Needs Committee which would focus on issues dealing with child needs from special to gifted and talented; Male Engagement Committee which would offer programs specifically for males; Diversity Committee which would reach out to diverse families.
19. Encourage Reflections program participants to join PTA.
20. Reach out to *new* families throughout the year.
21. Work with and support the School Parent Center.
22. Put a "personal membership invitation" in the back to school mailing.
23. Send contact information for all members to your state PTA. This will start to connect local members to their state PTA and National PTA.
24. Make sure families understand that only members are entitled to vote on PTA issues.
25. Make personal asks in person or on the phone.
26. Find an enthusiastic and friendly person to be a volunteer coordinator. They will bring in new people as both members and volunteers.
27. Provide members with name badges to wear at meetings.
28. Encourage members to bring a friend to meetings and events.
29. Let people know that just because they join PTA does not mean they have to volunteer. Sometimes people believe the two are connected.
30. Put up a sign-up board in May, with volunteer opportunities for the following year. Bring it to open house/back to school nights. If people sign up who aren't members, ask them to join.
31. Develop a "Where the PTA Money Goes" flyer to highlight the spending of your PTA. People may join once they know how money is spent.
32. Ask members from last year to join again this year.
33. Middle and high school PTAs can reach out to the schools that feed into them to get member information of families whose kids are moving to their schools.
34. Place "Join PTA" signs around the school. Consider using a theme such as street signs to get people's attention. For Example: PTA Membership "yields" results. "Stop" and consider the benefits of PTA. There's only "one way" to get all the support you need. "Do not pass" this opportunity to be a member.



# 101 Ways (continued)

## TEACHERS/STAFF SPECIFIC

35. Give a short speech at the teachers' back to school staff meeting.
36. Put info in their box about why PTA needs to keep the "T" in PTA.
37. Establish a good relationship with the principal and staff.
38. Put a poster in the staff lounge letting them know how much PTA appreciates them and their support.
39. Have a membership goal/drive specific for teachers.
40. Ask the principal to encourage staff to join. Don't forget to thank those who do join.
41. Ask principal for a "casual" day to celebrate PTA.
42. Offer a teacher/staff luncheon if they all join PTA.
43. Share with the principal your goal for 100% faculty and staff participation.
44. Consider adding a teacher board position or having a teacher fill a current board position. This person can create the board connection with all teachers.

## STUDENT SPECIFIC (FOR PTSA'S)

45. Have a student membership goal and have a membership drive specific to this goal.
46. Let seniors know that if they join PTA, they can apply for a PTA scholarship in the spring.
47. Have students run a membership table so they can ask their friends to join.
48. Support student members by listening to their ideas, suggestions and needs.
49. Create a student membership campaign where students get other students to join and put their name on the membership as the referral. You could offer the referring student members prizes. The student that brings in the most new members wins something or all students who bring in one or two new people are eligible for something.



## COMMUNITY ENGAGEMENT

50. Solicit businesses for items to use for member drawings.
51. Ask businesses to extend discounts to PTA members.
52. Let community businesses know what PTA has done to support schools and the children.
53. Invite community members outside the school to join; such as school board members, superintendents, teacher union representatives, state legislators, etc.
54. Connect the PTA with a community event like a county fair, a local parade, at a countywide meeting, etc.
55. Ask local stores to hang PTA flyers in their store windows.
56. Ask to have a space to leave copies of your newsletter for visitors while they sit and wait. Local businesses such as doctors' offices, hairdressers, repair shops and banks are a great place to start.
57. Display winning Reflections entries in municipal building, banks, libraries, or other visible locations.

## COMMUNICATIONS

58. Ongoing communication is key. Use a variety of tools to reach everyone; newsletters, websites, Facebook, Twitter, auto-calls, morning school news, etc.
59. Publicize your meeting and program times and dates as many ways as possible.
60. Send information more than once.
61. Conduct a survey to find out what members and non-members are looking for from the PTA.
62. Have PTA membership and program information included in the school newsletter.
63. Throughout the year, remind people how and where they can join.
64. Welcome and thank new members by name in the PTA meetings and/or school newsletter.
65. Doing a big event? Get local media outlets for cover your event and to highlight supporting the PTA by joining.
66. Send an e-mail to all families encouraging them to join.
67. Prepare radio and TV spots about PTA. Perhaps your high school could do this as a class project.
68. Promote PTA membership on the school website.
69. Promote PTA membership on Facebook.
70. Keep visuals up throughout the year to show progress toward your membership goal.
71. Create a front display case or bulletin board with PTA materials like upcoming events, copies of the PTA board, etc. Make it

## 101 Ways (continued)

### DIVERSE PROGRAM IDEAS TO BRING IN MEMBERS

72. Offer a variety of programs that would be of interest to all people within your PTA community.
73. Balance meetings with family fun nights and programs.
74. Have a translator(s) at all meetings.
75. Participate in the PTA volunteering "Three for Me" program. Go to [PTA.org/threeforme](http://PTA.org/threeforme) to get started.
76. Establish a program such as "Compadres" in which 50% English-speaking parents meet with 50% of the Spanish-speaking parents.
77. Reevaluate and update programs to keep them fresh and current.
78. Offer a "dads' program" to encourage men to participate. Ask participants to join PTA.
79. Coordinate a "new family social" with the first PTA meeting of the school year. Ask them to join PTA.
80. Host a program in conjunction with your meetings to encourage parents that aren't members to attend. Consider partnering with the school—PTA meeting followed by literacy night or college planning.
81. Host a PTA dance for students and families to bring together the school and PTA community. Highlight PTA at the event.
82. Offer discounts to members at PTA events that have fees.
83. Grow membership by participating in the School of Excellence program.
84. Offer parent education workshops such as helping your student with homework, teen driving, drug awareness, developmental changes in your middle school student, internet safety, etc
85. Hold a back to school dinner. Perhaps a local restaurant would cater for free or reduced cost. Decide whether to charge for dinner. Cost could include membership, as long as the individual agrees to be a PTA member.
86. Sponsor coffees in the morning following evening meetings to update members who were unable to attend.
87. Invite the Reflections program winners to join.
88. Highlight teachers and staff members during Teacher Appreciation Week.
89. Have a homework area for kids during PTA meetings.
90. Offer qualified school-aged child care at PTA meetings.



### CONTESTS/DRAWINGS/CELEBRATIONS/OFFERINGS

91. Hold a membership contest between classes or grade levels.
92. Create a fun membership growth theme; for example: March Madness. You can have a target growth chart that is a basketball hoop and you add a picture of a basketball reaching up to the hoop as you reach your goal.
93. Have a poster or slogan contest for students for membership.
94. Have a membership contest with the winning class winning a prize such as a magic show, for example. Make it fun for the kids. Place a paper magic hat outside the classroom and each time they get a new member, place a bunny on the hat. One class from each grade wins the magic show.
95. Hold membership drawings. For example, get a couple of turkeys donated and have a drawing before Thanksgiving.
96. Do something fun to celebrate your members. Create something like a member tree in the front hallway that has the members on the leaves (names on leaves) and teacher members could be apples on the tree.
97. Provide members with a free school/student directory.
98. Reach for the stars and put member's names on stars on a poster or hanging from the ceiling. Stars could be color coded to represent parents, teachers, students, and community members.
99. Hold a membership give-away drawing for student PTA members. Make the prize relevant to students.
100. Plant a flower bulb for each member in a prominent location and watch it flourish
101. Cut a picture of your school into the number of pieces equal to your membership goal. As members join, put the pieces together.

# Membership Themes

## Animals/Insects

- Way You Way Through PTA
- Bee a Part of PTA
- Be Part of the Wolf Pack
- WHOOO can Join PTA? (owl theme)

## Arts

- Painting a Brighter Future
- Every Note is Important (music theme)
- Use Reflections Theme all year

## Build

- Building a Better Community
- Lend a Hand
- Help Build a Strong Foundation

## Connections

- Celebrations and Making Connections
- PTA -Where Do You Fit In? (puzzle pieces)
- Stay Connected
- Membership is One Piece of the Puzzle
- Connecting Families and Schools

## Fitness

- Footprints Worth Following
- Let's Get Moving into Membership

## Grow/Garden

- Watch Us Grow (each class has its own veggie)
- Help us Grow (tree & apples)
- Be a Part of the Bunch (grapes)
- Reap the Rewards (harvest time)

## Invest

- Invest in Children (piggy bank)
- Invite, Involve, Invest
- Pot of Gold

## Join PTA

- Don't Delay – Join PTA
- Smile, Join PTA (incentive smiley ball)
- Join Our Family Tree
- The Magic of Membership

## Key

- You are the Key to PTA Success
- Carving Keys to Success
- Unlock the Future

## Make it....

- Make it Happen
- Make Your Voice Count

## Olympics

- Winter or Summer
- Go for the Gold

## Race/Cars/Trains/Busses

- Zoom to Success (race cars)
- Route 66
- Hop on Board the Membership Train/Bus
- Dragon Dash
- Race to the Finish

## Showbiz/Adventure/Circus

- PTA Rocks (gold or platinum records)
- Hollywood Stars
- Roll Out the Red Carpet
- Come Join the Big Top (circus)
- Be Part of the Adventure

## Team/Together

- Be a Part of the Team
- Better Together
- Uniting a Community

## Treasurer/Pirate

- Pirate Treasure
- Our Children-Our Treasure (pirate chest)
- Every Child a Treasure
- ARRR You Ready to Join?

## Wave/Boats/Fish

- Dive into PTA
- Catch the (school name) Wave
- Sail Away with PTA



## EXCLUSIVE SAVINGS FOR NATIONAL PTA MEMBERS

### Pricing Summary & Program Advantages



**5% to 84% off**  
Exclusive school supply  
top 100 item list.



**20% to 55% off**  
Item office supply  
core list.



My Files and  
Brand Identity  
Access



**10% off branded;**  
**20% off private brand**  
Ink & toner core list.



**Average 10% off**  
Retail on 200  
technology core items.



**Free next-day**  
**shipping** on orders  
of \$50 or more.



Special pricing on  
copy and print services:  
Flyers, wall charts, more!

- \$0.025 black and white copies
- \$0.22 color copies
- 40% off finishing services

Plus, 5%-10% off virtually all products  
at Office Depot OfficeMax.

**Just use your exclusive  
National PTA Store Purchasing Card,**  
**shown at the right.**



**Office DEPOT  
OfficeMax**

Get your Store Purchasing Card sent to your phone right now.  
Just text "NPTACARD" to 844-446-6358  
For online discounts, register at [http://bit.ly/NationalPTA\\_OD](http://bit.ly/NationalPTA_OD)



Additional large order discounts available. For a custom quote contact:  
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This Office Depot business savings program is administered by Excelerate America.